

Message Text

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PAGE 01 ZURICH 00367 311544Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----022978 010453Z /16

R 311320Z MAY 78
FM AMCONSUL ZURICH
TO USDOC WASHDC
INFO SECSTATE WASHDC 2712
AMEMBASSY BERN

UNCLAS ZURICH 0367

EO 11652: N/A
TAGS: BTRA SZ
SUBJ: FOREIGN BUYER PROGRAM: MONICA KUROWSKY

REF: USDOC 9806

1. CONGEN INFORMED MONICA KUROWSKY OF CALVIN KLEIN'S LACK OF INTEREST IN SWISS REPRESENTATION AND HALSTON'S APPARENT INTEREST IN BEING REPRESENTED IN SWITZERLAND. KUROWSKY SAID SHE WOULD LIKE TO REPRESENT HALSTON BUT BELIEVES THIS DESIGNER ALREADY HAS AN EXCLUSIVE CONTRACT WITH ANOTHER SWISS IMPORTER.

2. KUROWSKY ADDED THAT SHE WOULD LIKE TO REPRESENT A NEW YORK FASHION HOUSE WHICH HAS NATURAL FIBERS, ADVERTISES IN VOGUE MAGAZINE, AND FEATURES CASUAL OR INFORMAL STYLES SIMILAR TO CALVIN KLEIN. THE DESIGNERS MENTIONED IN PARA THREE OF REFTTEL SHOULD SEND KUROWSKY (PREFERABLY THROUGH THE CONGEN SO THAT WE CAN FOLLOW UP) PROMOTIONAL MATERIALS SO THAT SHE CAN JUDGE WHETHER THE DESIGNS ARE APPROPRIATE TO THE SWISS MARKET.

3. REGARDING KUROWSKY'S TRAVEL PLANS FOR EARLY JUNE, SHE NOW INFORMS US SHE MUST POSTPONE HER
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NEW YORK VISIT (CALIFORNIA IS TENTATIVELY OUT OF QUESTION) UNTIL THIS FALL. HER REASONS ARE AS FOLLOWS: SHE HAS JUST LEARNED THAT AMERICAN FASHION HOUSES ARE STILL PRESENTING FALL/WINTER COLLECTIONS, WHEREAS SHE AND OTHER SWISS IMPORTERS HAVE ALREADY COMPLETED PURCHASES FOR THAT SEASON AND WILL BEGIN BUYING THIS AUGUST THE SPRING 1979 COLLECTIONS;

MOREOVER KUROWSKY STILL WANTS TO HAVE CONFIRMED
BEFOREHAND WHETHER THERE ARE TWO OR THREE NEW YORK
DESIGNERS WHICH ARE SEEKING REPRESENTATION IN
SWITZERLAND.

4. ACTION REQUESTED:

COULD PROJECT OFFICER CLARIFY WHETHER HALSTON ALREADY
HAS ANY REPRESENTATION IN SWITZERLAND? COULD PROJECT
OFFICER ALSO LET CONGEN KNOW IF DESIGNERS MENTIONED PARA
THREE REFTEL ARE SENDING PROMOTIONAL MATERIALS TO
KUROWSKY VIA CONGEN AND WHETHER THESE DESIGNERS WANT
SWISS REPRESENTATION? FINALLY, WHAT WOULD BE THE BEST
TIME FOR KUROWSKY TO VISIT NEW YORK DESIGNERS FOR
PURCHASING CLOTHING FOR SPRING 1979 SEASON.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 31 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978ZURICH00367
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780228-0858
Format: TEL
From: ZURICH
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t1978051/aaaaaaeq.tel
Line Count: 77
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f64dbe92-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2502363
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: MONICA KUROWSKY
TAGS: BTRA, SZ
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f64dbe92-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014